

ABSTRACT

Title : Regarding the Attitudes of Executives and Officials in Their Related
Work within the Main and Sub Branches of the Bangkok Bank
Public Company Limited in Northern Region 1

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The objectives of this research were to determine the attitudes of executives and officials in the main banks, sub branch banks and full branch banks that had previously changed from sub branch banks relative to their work within the main banks and sub branch banks; and, to determine their problems and obstructions. This information will be useful to the researcher in improving work effectiveness in the branch banks. Moreover, this information will be useful as a submission to the higher bank executives for use in determining the appropriate bank policies to implement.

To achieve these objectives, the researcher selected the 12 branches from 39 branches of the Bangkok Bank Public Company Limited in Northern Region 1. Data was collected using quota, simple random and purposive sampling by questionnaires of 86 people from a population of 285 bank executives and officials. Data was also collected using information from instructions, documents and other concerned reports. This study used Statistical Program for the Social Science (SPSS) to analyze the results in percentage ratios, mean value and frequency. This study took six months to complete as indicated in the goal setting.

The results are summarized as follow:

1. Relative to the attitudes of the head office policies, they approved all aspects of these policies using the profit center system to measure their branch bank's productivities, but it should improve the evaluation criterion by adding each banks related work as a part of the productivities.

2. Relative to the attitudes with respect to related work within the main banks and sub branch banks, they believe that the opening of sub branch banks in local areas is a strength for the bank and has a synergetic effect. They believe that the main banks and sub branch banks improve quality, efficiency and improve customers satisfaction; and, that they should have activities with their branch banks and also with the local society as well. As to their opinions relative to work challenges, they belived that lending decisions were the greatest challenge of all.

3. Important factors relative to the status change from sub to full branch bank were that the executives and officials in sub branch banks had to develop the business volume of their branch and also personally prepare for the addition work responsibilities, especially with regard to a greater understanding about lending.

Based on this research, the following recommendations are made:

1. Relative to the attitudes of the head office policies, the head office should improve the criterion of their branch bank's productivities measurement. This criterion should include considerate of the related work that occurs the main banks and sub branch banks, and also the activities between the branch banks and the local society.

2. Relative to personel, bank executives and officials must realize their roles and responsibilities well. They should be faithful and loyal to the bank and also to be generous with their colleagues. If they do all of this, they will succeed in their related work.

3. Similar research should be done in other parts of Thailand to determine areas that need improvement so that bank efficiency can be improved.

4. Regarding the opening of sub branch banks in local areas, this policy's advantages and disadvantages should be studied further. Because sub branch bank's financial affairs, especially in lending, are restricted, they may not be able to respond to the real needs of customers.